



"Clear Ideas, Eco Design, Emotional Architecture"

Daniele Gatto Designer

Italian student, 23 years old, innate sense of creativity and drawing, I found in the Design a good way to show myself.

First exercise: choose three words that explain your way to see Design

CLEAR - Clearness could be used to show our ideas, ourself, our thoughts and projects; the best way I can imagine the concept in CLEAR is using a TREE: it has three parts
 -roots: they catch the nutritive elements to survive and stand up.
 -log: the stronger part; it fights the weather and the axes to keep the tree alive.
 -foliage: it's the head of the tree, it thinks and it takes air and sun, translating them in life energy.

EARTHLY - We sometime forget our origin: the earth; we are earthly,so our idea of things should be earthly, because the earth gives us all, and we can give more to her!

-rural life: we use fields to grow food, we take the food, materials, spaces and grow on that with new fiels, new food, new life space.

EMOTIONAL - We need the emotional part of the objects, their sensation in hand, mind and soul; when we have the emotional we have all, cause our spirit has been satiated;

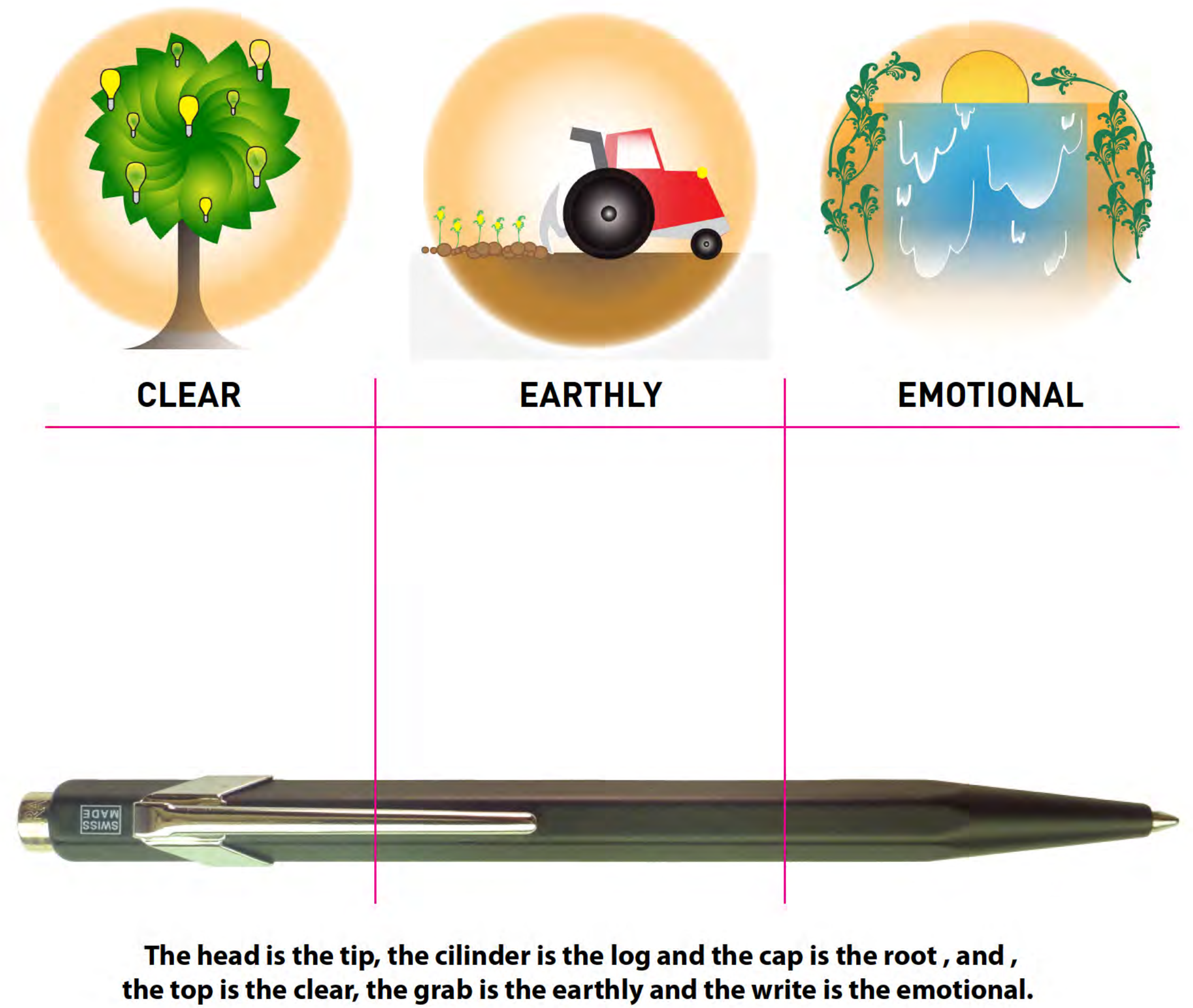
-water fall: a mixture, a cohesion of drops that create an intense, unique emotion, with the force of the water and beauty of nature.

So now, what we can explore in the world to see these transformations? Which are the limits to our consciousness and our imaginary?

Let's imagine the concept of **CLEAR**: we know that something is clear when we can understand it in fast way; when I use a pencil I know, just looking the shape of that object, that I have to grab it with hand, put one side to a surface and start moving the pencil: the result is a clear vision of the object and its function. Tha pencil has become the incarnation of the tree structure.

And what about the concept of **EARTHLY**? We must think green, cause the future may not be; we don't have idea of what will be our future whitout a big sanification of the industries and their production system; the projects and the materials would be natural, reciclable and simple to work; the images below put the user in the condition of thinking to an object in different ways, different misures and different materials: simple, economic and earthly could be the words of the next generation of product, interior and architectural design.

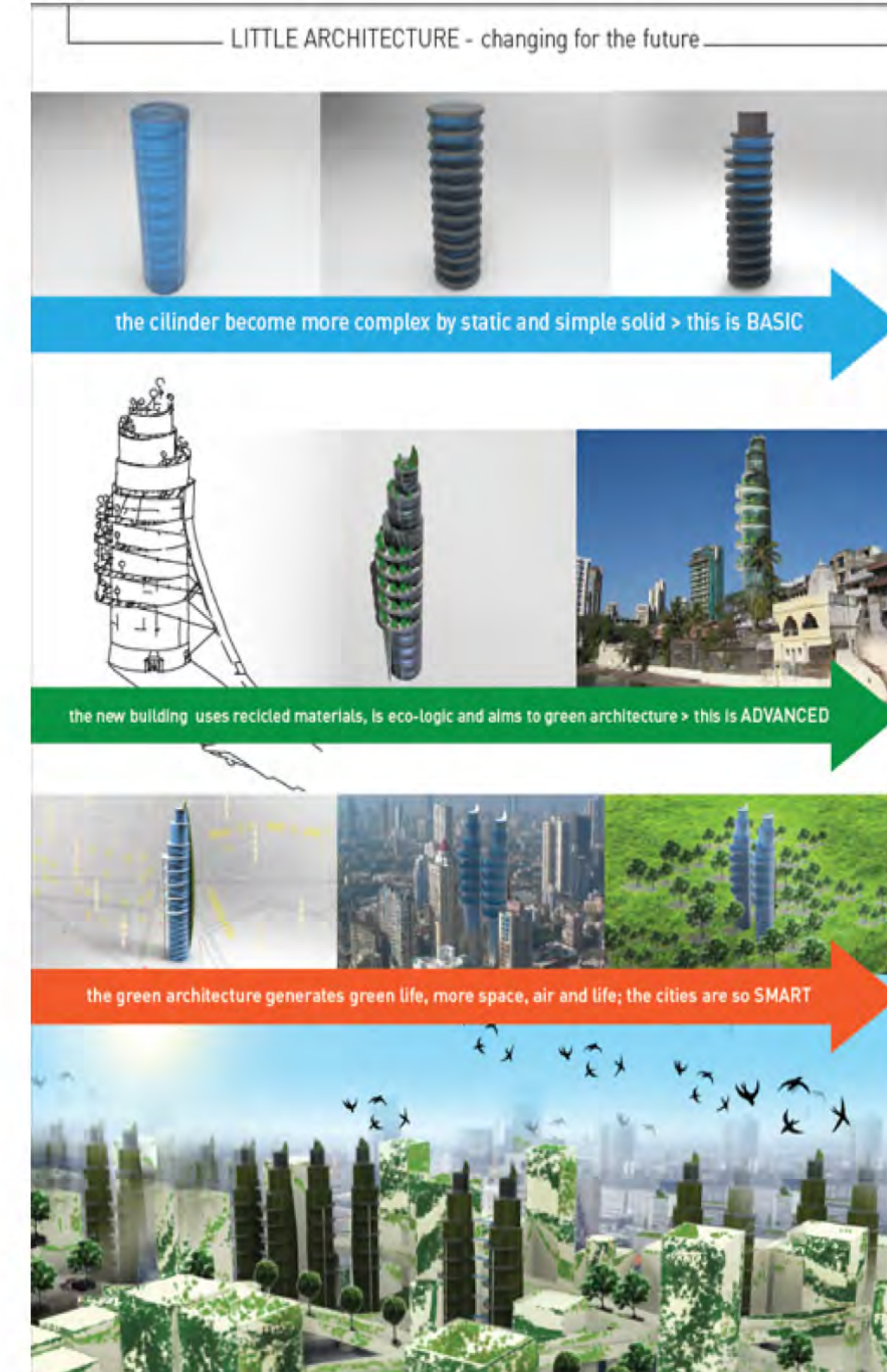
The **EMOTIONAL** comes to us by little suggestions, by little ideas, by little steps, one next other, till the goal: the pleasure of something; this is visible everyday: I wake up, I have my breakfast and I'm happy; I buy a new pair of shoes, and I'm happy; I see my favourite tv series, and I'm pleasantly happy and satisfied about my life; we need to believe in something nowadays, even in the smallest thing; we must find the happiness in all the little moments of our long and hard life.



Second exercise: find a project that "answers to your questions

During the lessons has been asked us to choose an argument, a theme: "little Architecture - big suggestions from little Designer"; I've chosen this theme to show my vision as a designer in the world of architecture: it's important keep in mind that we can do what we think, and show our idea to the world; my idea shows how the concepts of clear, earthly and emotional could be used both in Design and Architecture, from the "small" to the "big". Starting point has been the choice of natural elements, then design solution and in the end architecture cohesion of the previous two: the result is the storyboard of my idea and the clear way of how an object could be invented, the earthly collaboration between human and natural, and the emotional result of the process.

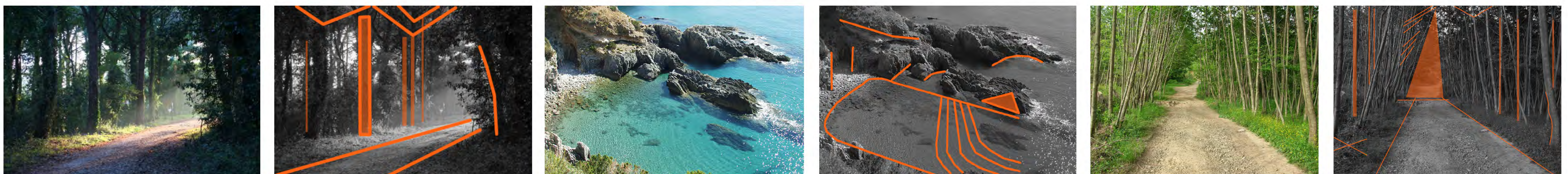
For my first project I decided to use the simple shapes like the line and the curve; that's the catalyst! I can show the transformation from a 2D shape into a 3D shape. The shapes I use are familiar everywhere, in every tool or monument, in nature and in science; so I defined few images as "sponsor" of my philosophy. In this step I also define the 3 aspects of my work for each type of objects, having the paradigm **CLEAR - EARTHLY - EMOTIONAL**



Now I can show the interpretation of a new scenario using the new paradigm basic - advanced - smart : the scenario is the city, and I choose the skyscraper as catalyst, which is possible makes the history of the complete work > clear - earthly - emotional - basic - advanced - smart <

SECOND PROJECT

The second project of mine is the concept of a seat for 2 people or more in the wood (Product Design for Innovation); I choose the definition of a wood (the picture of this), so the National Park of Cilento and Vallo di Diano, placed in southern Italy, near Salerno, my parent's original place. The catalyst for the second work is the geometry in the nature; I can show this aspect using an image (below) of the park and its inhabitants before and after the catalyst. The new catalyst is really immediate to the eye, especially after its view in black and white with the orange colour. We can see __triangles, rectangles, curves and horizontal, vertical and diagonal lines__; these are the evolution of the previous catalyst, concentrated only on the line and the curve, thanks to which we can understand the way that the nature gives us geometry.



From now I take in consideration the new paradigm, which I want to show the criterion of my final work with; the new paradigm is > green - simple - economic .Green because the material of my bench should be natural; simple because I want an object that reflects the simplicity of the park and its atmosphere, so something usefull without waste of materia. Economic because the benches are usually under the jurisdiction of the State, so use economic objects with high possibilities it's a victory on the waste of money, especially in Italy. I decided that my bench must be more comfortable for the users, like having a space to put the objects on while a minute of rest and space for children, animals, people with too many stuff with them, or simply space to put the feet on; it's composed of wood, screws and the possibility to extend the bench more than usual: like the nature, also the bench has pieces thanks which it's possible "built" his own module with, to create his own space, to solve his own necessity. We can open the bench and give it a double space and uses, like a natural module.

